GJEPC holds event to celebrate Bijayananda Pattanayak's service to jewellery industry

By Isabelle Crossley  ·  15 March 2022

The Gem and Jewellery Export Promotion Council held an event to celebrate Bijayananda Pattanayak, executive vice president and head of Global Diamond & Jewellery Group, IndusInd Bank.

The GJEPC rallied its organisation together to thank Pattanayak for his service to the diamond and jewellery industry, the GJEPC reported on its website. The event was attended by a host of diamond and jewellery industry players.

"Biju Bhai's deep understanding of the entire chain of operations- right from sourcing of rough diamonds to selling of jewellery- makes him the true master of financing in the gem and jewellery trade," said GJEPC chairman Colin Shah at the event, the GJEPC reported. "Thanks to his keen analytical mind and knack for maintaining meaningful personal relations with all his clients, over the past few years, Biju Bhai has been the driving force in making IndusInd Bank one of the leading financiers for in mid-stream segment of the diamond supply chain."

“It’s an overwhelming moment for me to be honoured by GJEPC and the industry veterans who have been working with me for so many years,” said Pattanayak at the event. “The industry has seen a lot of transition over the years, mostly for the good. And there were times when banking was very difficult, when we went through so many ups and downs. But the GJEPC has played a stellar role in helping to implement progressive, game-changing reforms, such as the Diamond Dollar Account."

Pattanayak, who has worked as a banker for 38 years at various institutions, was thanked for implementing numerous reforms in banking to aid the jewellery industry. “Through Biju bhai’s support, we could start using the Diamond Dollar account successfully. Now, the industry can’t even think of its business without it,” said Diamond Panel convenor Russel Metha. “There are numerous such initiatives that Biju Bhai has taken to help the Indian diamond industry become the super power globally.”

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